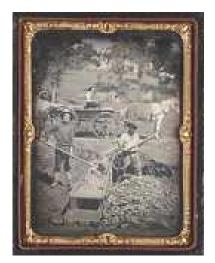


CONNECTION

Issue No. 37 FEBRUARY 2004

In this issue:



SPANISH FLAT, 1852. C. Attributed to Joseph B. Starkweather.

Daguerreotype property of the California State Library

From Slavery to Freedom: Library digitization project revisits California's complex past

The California State Library is proud that this special issue of Connection is coming out during Black History Month. The library-centric Underground Railroad projects we feature here discuss the emerging collection of narratives and items that are redefining the history of African Americans not just in California, but nationwide.

To further celebrate Black History Month, through March 2004 visitors to the California State Library will enjoy an exhibit of rare books, prints, photographs, and manuscripts documenting the African American experience in the United States and California, including the very rare first printing of the Emancipation Proclamation and the vote of the California Legislature on the 13th Amendment.

The Exhibit will be in the lobby of the Library and Courts Building at 914 Capitol Mall in Sacramento.

CLICK HERE FOR COMPLETE STORY

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From Slavery to Freedom:

Library digitization project revisits California's complex past

Many Californians might think that before and during the American Civil War, California was a "free" state. According to scholars, that's true. Slavery (banned in California's "Compromise of 1850") never officially "took hold" in California.

What unofficially "took hold" in 19th century California, though, is another story.

Despite the state's "free" status, during the greater Gold Rush era some 200-300 African American slaves, forced to gold fields by southern masters, toiled in California. Worse, in 1852 California passed a California-specific Fugitive Slave Act that protected slave-owners' "property" rights. Freedom seekers, or escaped slaves (the "property"), were, from 1852 to 1855, sent back to the South and a reward given to their abductor. Free African American Californians, like San Francisco entrepreneur and Underground Railroad agent, Mary Ellen Pleasant, reacted against slavery in California and the Underground Railroad spread to the west-coast.

To work, the resistance to slavery in California had to stay clandestine, underground. And much of the proof that the Underground Railroad existed in California has stayed secret too.



Mary Ellen Pleasant

Until now.

CSUS Library's digital archive project

The National Park Service (NPS) has called for "new sources of information to expand" on existing data on the Underground Railroad in California. The NPS says that "relevant material, such as newspapers, documents and photographs, might be located in attics, basements or garages" in addition to libraries and archives. The NPS also says "family stories of the period can provide an oral history of the people involved in battling slavery in California." ("Quest for Freedom", publication of the National Park Service, Pacific West Region, Department of the Interior).

An academic library, the library at California State University, Sacramento (CSUS), through a Library Services and Technology Act (LSTA) grant, is gathering and digitizing disparate primary source materials about slavery and the Underground Railroad in California.

The CSUS Library's Underground Railroad Digital Archive Project results from the collaborative efforts of government agencies such as the California State Library and the National Park Service as well as those of historians, educators, artists, students and community groups. The Underground Railroad Digital Archive, according to Dr. Terry D. Webb, library director and dean at CSUS, will, in February 2004, "offer the world" an untold, and largely undiscovered, chapter on California slavery and resistance.

The CSUS Underground Railroad team, headed by Webb, Underground Railroad specialist Joe Moore and professor of history, Dr. Shirley Ann Moore, is cataloguing the primary sources, the "relevant material," for which the NPS has called.

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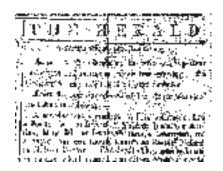
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Here are two examples of digitalization items from the CSUS Digital Archive:



"Slave Advertised for Sale." San Francisco Herald, June 18 1852, 3.

The proper of the pages are incorrect a few at the seale of a seale of the expect of the pages are incorrect a few at the seale of the expect of the pages as Collecting Rose State to be made of the expect of the pages as Collecting Rose State to be made and a sealer of the pages and the expect of the sealer of the pages and the expect of the sealer of the expect o

Duniway, Clyde Augustus. "Report of the Proceedings of the Second Annual Meeting of the Pacific Coast Branch of the American Historical Association, by C.A. Duniway." Annual report of the American historical association for the year 1905, vol. 1 (1906): 219-229; 241-248.

2003 Underground Railroad digital archive roundtable

As part of the Digital Archive Project, distinguished scholars from around the country gathered at CSUS in November 2003 to cull scattered facts and narratives from the 19th century African American experience in California. At the roundtable and workshop, "From Slavery to Freedom: Preserving 19th Century Documents for the 21st Century," the panelists not only showed the live audience and web-cast viewers how the historical artifacts bound for the CSUS Library's Underground Railroad Digital Archive Project support new California historical theory, they also told, as one member quipped, "the interesting tales...that blossomed wherever black people settled in the West."

The roundtable panelists were Susan Bragg, University of Washington; Dr. Albert Broussard, Texas A & M University; Dr. Douglas H. Daniels, UC Santa Barbara; Dr. Joseph A. Pitti, CSUS Sacramento and Dr. Quintard Taylor, University of Washington.

Living History: Library research untangles myth

That California was a free state before and during the Civil War is only "high-school rhetoric," according to **State Librarian of California**, **Dr. Kevin Star**r who introduced the roundtable. "California has a duty to resurrect history and make it part of our living history," he said. "Full diversity," Starr said, prevailed in early California and is "part of

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California's DNA code." Slavery and "Afro-Californians" lack of resistance to slavery are "painful misconceptions" in California history. The CSUS Digital Archive, according to Starr, will "describe and represent these tremendous complexities of California's past."

Starr gave William Leidesdorff's life as an example of one "debilitating myth" corroding California history. An African American, Leidesdorff was the first treasurer of San Francisco and one of the founders of San Francisco.

That Leidesdorff's race has been written out of California history is, in Starr's words, "outrageous."

During an open-mike session, an audience member, an Oakland elementary teacher, made Starr's injunction concrete. The teacher told how her African American students do not know their history. The children do not know how and why their ancestors came to California, or how their ancestors lived. CSUS president, Dr. Alex Gonzales, like Starr, addressed this hole in our history books in his opening remarks: "Too much true California history," Webb said, "is overlooked in the curriculum." This curriculum change is getting its start through a library.



State Librarian of California Dr. Kevin Starr

Roundtable "Stories" and archive content: Sleuthing for sources

Dr. Quintard Taylor, an expert in frontier African American history, told the audience that thanks to "tremendous [African American] resistance" to the institution of slavery, slavery never became formally legal in any western state. But about 300 slaves came into California to work the claims: their owners mention slaves in letters back home.

In discussing one overlooked California narrative, **Dr Albert Broussard** pointed out that "American civil rights began in the 1850's with Mary Ellen Pleasant" who figures largely in the CSUS Digital Archives. Racism surprised African Americans like Pleasant who came to the Bay Area because they believed in a better life in San Francisco. Broussard asked the audience to "imagine [African Americans'] surprise when they encountered rampant racism. The Bay Area, where Pleasant lived, became a "hotbed of civil rights activity" in the 19th century and the activists' rallying cry was "eradicating slavery."

Broussard said that the black-owned Elevator, another item in the CSUS digital archive, was "the most militant voice in San Francisco in 19th century," representing the "protest and push" against racist laws. Generally, the "earliest libraries in the west were reading rooms stocked with abolitionist papers."

The CSUS roundtable members concurred with the CSUS digital archive team on the best places to find items that will help "resurrect history." As African Americans went about caring for themselves and perpetuating their culture (as panelist Daniels said), they wrote things down, reported on their activities, logged statistics.

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Just some of the sources are: nineteenth century black newspapers like the Pacific Appeal and the Elevator; letters back home from gold mining slave owners and letters back home from free African American Californians alluding to Underground Railroad activities; church records from African Methodist Episcopal and Baptist churches (three in the late 1850's in San Francisco); benevolent societies like Masonic organizations (which took up collections for the Underground Railroad); legal documents such as articles of incorporation. 19th century census rolls also reveal a great deal.

CSUS' research team found many of these items at the California State Library. For more information about the CSUS Library Digital Archive Project, please contact Joe Moore or Professor Shirley A. Moore at (916) 278-7302 or email: smoore@csus.edu.



Dr. Quintard Taylor

California State Library to become a member of the National Park Service Network to Freedom

The National Park Service is facilitating program to commemorate and interpret the Underground Railroad: the National Underground Railroad Network to Freedom (http://209.10.16.21/TEMPLATE/FrontEnd/program.cfm). To join the Network to Freedom, an organization must be a site or facility with a verifiable association with the Underground Railroad, or be an organization that has accessible documents related to the Underground Railroad. The organization must demonstrate its contribution to expanding the American people's understanding of the Underground Railroad.

Because of the CSL's large collection of items from the 19th century African American experience in California, many of which are being digitized for the CSUS Digital Archive Project, the California State Library (CSL) is joining the Network to Freedom.

If your library or organization would like to learn about joining the Network to Freedom, contact Guy Washington, Network to Freedom Regional Coordinator at 510-817-1390 or Guy Washington@nps.gov. Or visit the National Park Service website at www.nps.gov.

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Deputy Attorney General Marian Moe administers oath of office for members of the Endowment Board.

California Cultural and Historical Endowment Board convenes

The California Cultural and Historical Endowment, hosted by the California State Library, held its first Endowment Board meeting January 14, 2004 in historic Room 500 in the California State Library's headquarters. The Endowment Board meeting was the first step toward the Endowment distributing \$122 million earmarked by voters to reveal and preserve the history and culture of California's underrepresented cultural groups.

State Librarian of California, Dr. Kevin Starr commented on January 14th "the convening of the California Cultural and Historic Board is a significant step in California's journey to identity. The Endowment will ensure that the story of all Californians will be told."

Libraries could be eligible for Endowment funding, as would "Friends of the Library" groups. If a library is in a historic building, for example, it may be eligible for restoration/renovation grants. Or, any library could partner with cultural groups to preserve collections through digitization.

In addition, all libraries will be welcome to work with the Endowment by hosting workshops, public hearings, or Endowment meetings.

For more information, please visit the Endowment's website at http://www.library.ca.gov/CCHE/index.cfm

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Library of California News

Senator Dede Alpert, author of the bill which created the Library of California (LoC), received California Association of Non-Profit's (CAN's) 2003 highest award for "Elected Officials," in honor of Alpert as one of LoC's "Library Champions" as well as her extensive service to California's non-profits.

LoC Board member Jane Lowenthal, whose non-profit, Working Solutions, Inc., nominated the senator said, "Senator Alpert is a true 'Library Champion.' Her authorship of the Library of California and her foresight to forge collaborations honors us all and provides a greater opportunity for the work of library professionals to enrich the literacy skills, library benefits, and reading pleasure to California's 34 million residents."

In her nomination of Senator Alpert, Lowenthal said that Alpert's work "is... pragmatic. And in a time of economic shortfall - full of vision!" Lowenthal also said that because of Alpert's leadership "California's libraries [have seen] exceptional results."

Related link: http://www.sfgate.com/



Jane Lowenthal, Library of California Board Member, and CEO of Working Solutions, Inc., a California Association of Non-Profit [CAN] member, presents State Senator Dede Alpert with CAN's "2003 Excellence in Public Policy -Elected of the Year Award."

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Full-text databases keep the state of California grounded in facts

Librarians, using research technologies like electronic databases, make complex organizations credible and efficient. Librarians, through their access to most published work in infinite professional fields, open doors to documented dissenting opinions - to critical thought.

The California State Library (CSL) is California state government's leading research library. The librarians in the CSL's services bureau help state employees ground California's administrative and political world in fact by showing the way to statistics and arguments that become the foundations of California policy.

As one of their services to government workers, CSL librarians will email, fax or interoffice an article from, say, a *News Bank* source like the *Los Angeles Times* to a government worker's workplace. Or, if the researcher has time, he or she can travel to a CSL branch in Sacramento or San Francisco and log onto the CSL databases and explore.

Sometimes though, the time it takes for a librarian to retrieve and fax an article is too long for a deadline-pressured researcher to wait: five minutes is a lifetime when your boss needs stats for her speech in an hour about 2000'S welfare cuts.

That's changed. The CSL's electronic databases are now available on every state worker's PC desktop in the state of California.

CSL librarian Julie Davidson, in an article for *Today's Supervisor*, explains the program to state workers:

Working with departmental libraries and state agency information technology staff, the State Library has recently started connecting agencies to databases via desktop Internet Protocol (IP) addresses. When connected at your agency you will be able to go to the library web page, *Newspapers and Journals for State Government* http://www.library.ca.gov/csl/csldatabases.cfm and search a wide array of electronic databases that have the reliable articles and stats that can make your job easier.

Included in the databases are a broad range of 1) scholarly, full-text journal articles on many subjects, including business, health, education, engineering, and the social sciences (EBSCOHost), 2) full-text coverage of over 140 newspapers from throughout the United States, including major California newspapers such as the *Los Angeles Times*, the *Sacramento Bee*, the *San Francisco Chronicle*, the *San Jose Mercury News*, *Orange County Register* and the *San Diego Union Tribune* - with coverage for some newspapers available for many years back - (NewsBank), and 3) California statistics covering topics such as, business, economics, demographics, education, health, crime and criminal justice, environment, energy, agriculture, natural resources, insurance, housing, social services, employment, and public finance (RAND California).

For more information contact Sabah Eltareb, California State Library senior librarian, at (916) 654-0040/ seltareb@library.ca.gov or John Jewell, Chief of State Library Services at (916) 653-0293/jewell@library.ca.gov.

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Beyond normal duties: San Diego Libraries

The wildfires that devoured great chunks of San Diego County starting Sunday October 26, 2003, didn't get San Diego's mountain libraries, but they came close.

Marilyn Crouch, director of the San Diego County Library, commended the entire San Diego County Library staff on November 7, 2003 "for working so well as a team and pitching in where needed." Crouch reported that four staff lost their homes and in one week San Diego staff had contributed \$4,155 for their colleagues "to start the process of recovery".

In the fire's aftermath, San Diego's rural libraries - the Julian, Lakeside and Crest branches particularly - evolved into more than just places for patrons to borrow books and log-on to the internet. The libraries became safe havens with information tables stocked with application forms from the Federal Emergency Management Agency (FEMA) and other relief agencies. And San Diego's library staff became more than information specialists: they became relief liaisons.

In Crest, for example, the fire (http://www.thecrestsun.com/fire.html) came within only a half block of the tiny library. Two hundred and twenty of Crest's 966 homes burned to the ground. When Elisa James, Crest's branch operations manager, was able to return to the facility on Wednesday, there was no electricity - no lights, no computers. But, James said, "I came anyway...people needed somewhere to go...somewhere to tell their stories." Far from "shushing" people, James and her colleague, Elizabeth Lucas, "welcomed" that talk. James said that she and the rural library team "knew that people were not interested in checking out books. They just needed to be there."

The Crest library, like all San Diego "back country" libraries, opened for three consecutive Mondays so residents could have access to the Internet and use the telephone, luxuries in the fire-ravaged community. "Our purpose was to help the community; not add to their burden," said James.





Crest library help desks after fire.



New Julian Library 50% complete, January 22, 2004.

Of related interest: Julian Library

In Julian, where the Julian Library also came within a half block of burning, construction has continued undeterred for a new Julian library. The facility, of which \$2.4 million is funded by the 2000 Bond Act, and administered by the Office of Library Construction of the California State Library, will be a "joint use" library for this rural San Diego town.

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Office of Library Construction News

The deadline for the third cycle of applications was January 16, 2004 at 5 pm. The remaining Library Bond Act of 2000 funds will be allocated based on the applications that are submitted for this final cycle.

The Office of Library Construction (OLC) received 72 applications for Library Bond Act construction grant funding in the thrird and final cycle. The total amount of state funds requested by these projects is approximately \$586 million and the average state grant request is a little over \$8 million.

A complete list of all of the project applications with the requested state grant amounts is available at the following web address: http://olc.library.ca.gov/c3applicants.asp.

OLC staff will now turn their attention to the next phase in the process, which is the eligibility review of the applications. It is anticipated that this review will be completed sometime in the spring. An email alert will be transmitted when the eligibility phase is completed. Those projects that are deemed ineligible will receive a letter delineating the reasons for the ineligibility determination.



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California Research Bureau reports on-line only

Dean Misczynski

Chief, California Research Bureau

The California Research Bureau (CRB) in the California State Library has been mailing out copies of reports on public policy issues for the last several years. Now though, due to budget cuts, the CRB doesn't have funds to pay for paper or postage.

In the future, CRB reports will be available on the California State Library website (http://www.library.ca.gov/html/statseg2a.cfm). The CRB can notify interested parties by email as new reports become available. If you would like to be notified, please send your email address to crb@library.ca.gov

The following reports are available on the web. We will not be able to provide paper copies of these reports.

- CRB 03-009 "Adult Parole and Probation in Calif.", June 03 by Marcus Nieto
- CRB 03-010 "Distribution of Wealth in California, 2000", November 2003 by Rosa Moller and Eias Lopez
- CRB 03-013 "California County Approaches to Domestic Violence" by Alicia Bugarin and Marcus Nieto
- CRB Report #03-014 "California State Prisoners with Children" by Anne Powell and Clare Nolan
- CRB Report #04-003 "Preschool and Childcare Enrollment in California" by Elias Lopez and Patricia de Cos
- CRB Report #04-002 "To Faithfully Execute the Law: California's Executive Branch Agencies, 1959-2003" by Charlene Wear Simmons
- CRB Report #04-001 "The Composition of Staff in California's Community Colleges, 1994-2002" by Elias Lopez



Please contact Dean Misczynski, Chief, California Research Bureau, with comments or suggestions at 916 653-8303 or dmisczynski@library.ca.gov.

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Literacy News:

California State Llbrary AmeriCorps grant aids literacy services



In late 2003, the California State Library (CSL) and its partners, the National City Public Library, LiteracyWorks, and Wal*Mart, received through the governor's office on service and volunteerism (GOSERV), an AmeriCorps grant. Through the grant, CSL and National City staff will place 43 AmeriCorps members in 18 public libraries around the state to work in library literacy services.

The libraries have each assigned an AmeriCorps "site supervisor" to recruit members from local communities. Some libraries have been able to identify adult learners and/or tutors to fill some of the member positions. The AmeriCorps members will tutor local youth and adults, recruit volunteers for one-on-one literacy tutoring, an enormous boost for community members who cannot read.

AmeriCorps, a national organization (like the international Peace Corps), is a subprogram of the Corporation for National and Community Service. AmeriCorps members do services such as work in parks, tutor children and adults in schools and local libraries, clear hiking trails, and serve homeless families. When AmeriCorps members have completed their service, AmeriCorps partially pays for members' college or other education fees.

Contact Carla Lehn, Literacy Consultant, Library Development Services, California State Library at (916) 653-7743 clehn@library.ca.gov for details.

California Library Literacy Services at a glance:

Adult Literacy Services - Adults with low literacy skills are tutored one-on-one or in small groups by trained community volunteers, to help them achieve personal life goals associated with improvement in their literacy skills, such as "able to read prescription bottle instructions," "able to read to my children," "able to read the ballot and vote.

"Families for Literacy (FFL)/Library Literacy and Books Services (LLABS) -designed to break the cycle of illiteracy, FFL provides skills and techniques to help
develop early literacy skills in pre-school children. In libraries and colorful buses we reach
geographically isolated families at migrant camps, Headstarts, churches and low income
housing areas.

English Language Literacy Intensive (ELLI) Program - provides after school tutoring to teacher-identified K-12 students with limited English language skills.

Related Links:

www.literacyworks.org/clls/americorps www.literacyworks.org/clls www.goserv.ca.gov/index.asp www.literacyworks.org

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Labor map expands California historical perspective in local libraries

In a letter to library directors accompanying the California Labor History map, State Librarian, Dr. Kevin Starr wrote:

The California Labor History map gives libraries the opportunity to bring local elected officials and labor representative together around a theme of local, as well as statewide, importance. The California State Library has been honored to be involved in this important undertaking, which I hope is of value to your community.

Since the California State Library distributed the labor map to California's public libraries, many California library patrons have become interested in the state's turbulent labor history. Some libraries, such as Contra Costa city library, have mounted exhibits showcasing the map and labor history books from their collections.



How the labor map evolved

In 2002, the Speaker of the California Assembly, Herb J. Wesson, Jr., and members of the Speaker's Commission on Labor Education, asked the California State Library to assess, compile, and organize historical and contemporary events relating to California labor history for a printed California labor history map. Since the large number of events could not all fit on a printed map, a more expansive website was also created, in partnership with San Francisco State University.

Labor history is key to understanding business practices and economic progress, community and social development in California. The Speaker's Commission on Labor

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Labor map, continued...

Education intended for the map to increase public access to, and awareness about, these social issues as well as the crucial events that have affected working peoples' lives in California's contentious history.

Professor Dan Cornford of San Jose State University was historian on the project, along with David Fuller, cartographer, Rory Litwin, librarian, and Dr. Charlene Wear Simmons, project manager. A distinguished Advisory Committee of librarians, historians and members of the Speaker's Commission on Labor Education assisted the team.

Where the labor map is now

In addition to being available in California public libraries, the California Labor History Map is currently being showcased in an exhibit in the second floor rotunda of the State Capitol. Speaker Wesson, Dr. Starr and Tom Rankin of the California Labor Federation spoke at the opening of the exhibit before Labor Day 2003. Many of the hundreds of visitors to the Capitol actively review the map and associated historical materials in the exhibit.

The text and panels for the exhibit may be viewed on the California Labor History Map website (see the link above). The California State Library is working with the California Exhibit Resource Alliance to enable the exhibit to travel to libraries around the state over the next two or three years. If you are interested in having the exhibit visit your library, please contact Robert Daseler in Library Development Services at 916 654-0108 or rdaseler@library.ca.gov.

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California State Library unveils Japanese American Memorial Monument

That the United States government, as part of Executive Order 9066 (which President Franklin D. Roosevelt signed February 19, 1942), forced over 120,000 United States citizens "of Japanese ancestry" to barren "relocation" camps like California's infamous Manzanar, marks a grotesque juncture in 20th century history.

The California Historical Landmark marker at Manzanar reads:

May the injustices and humiliation suffered here as a result of hysteria, racism and economic exploitation never emerge again.

The landmark's words, a directive to the American public, sit isolated on the California desert as thousands of Japanese American men, women and children did just over 50 years ago.

The California State Library, though, has brought the spirit of "never again" closer to home.

On August 26, 2003 the California State Library sponsored a ceremony whose purpose was to dedicate, and unveil, the Japanese American Civil Liberties Monument - a permanent honor to those Americans who endured American racism during World War II.

The Japanese American monument stands in Sacramento's lost Japantown, an area that had over 300 thriving businesses prior to California's "evacuation" of Japanese Americans after the Pearl Harbor bombing. It is on the grounds of Nisei War Memorial Hall, the only remaining Japanese American building from the pre-World War II period. The monument, through its grand artistic and architectural design, and its apt locale, decries government-sanctioned racism while cementing Japanese Americans' great courage in the public mind.

State Librarian of California, Dr. Kevin Starr, the keynote speaker at the memorial dedication, says this about California's Japanese American Civil Liberties Monument:

In its severity, simplicity, and fullness of information, the internment monument expresses a simple yet complex message: never again! And let us each remember the society that was so tragically disrupted. For decades to come, this monument will remind all Californians of the commitment of Japanese-American to a better nation, despite the broken trust of 1942-1945.



Provided by: Osaki Design

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Japanese American Memorial Monument, continued...

Monument design

Artists at Osaki Design of Berkeley created the monument, a wall that stands eight feet tall and 13 feet wide. Their goal was to "construct a physical legacy that would accurately describe the history, challenges, hopes and dreams of the Japanese American community in California."

The front wall is of strips of wooden planks, resembling a typical barrack's crude walls at the concentration camps. According to Osaki's designers, the rear wall's "cold, rough texture and jail-like pattern [symbolizes] the period of mass imprisonment of Japanese Americans caused by war hysteria... and prejudice."

The United States flag, representing achievements in the areas of redress, recognition of equal rights, and enhanced policies promoting civil rights, is imprinted into the monument's rear wall.

The monument's windows symbolize freedom, the antithesis of what trapped Japanese Americans felt in darkened, sealed trains bound for the desert. The windows embody hope even under the most oppressive conditions.

California State Library's Civil Liberties Public Education Program

The California State Library, through its Civil Liberties Public Education Program (for which Assembly-member Mike Honda created legislation in 1998) has, for more than four years, provided to individuals and organizations grants that fund and support projects about the Japanese American experience during World War II. The driving force behind educating Californians about the "relocation" of Japanese Americans during World War II, the State Library's Civil Liberties Public Education Program has made real the state of California's mandate to ensure, through public awareness and curriculum change, that the mass incarceration of human beings stay forever in the past.

For more information, please contact the Civil Liberties Public Education Program director, Diane Matsuda, at (916) 653-9404.

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Imperial Valley Libraries entice new patrons through Spanish-language videoconferences

Dan Theobald

i2i Communications

"What's a public library?" Now, who would ask a question like that?

How about the large percentage of Imperial County's Hispanic population who are recent immigrants from Mexico.

"The public library is not a staple of everyday life in Mexico," says Sandra Tauler, director of the Camarena Memorial Library in Calexico. "Libraries have traditionally been used only by university students. In our community, we have a lot of Spanish-speaking residents who think we are a bookstore and charge for books and services."

So how do you market public library services to folks who have little or no knowledge about what a public library is or does?

Faced with that stumper, Tauler and colleagues Marjo Mello (Brawley Public Library) and Connie Barrington (Imperial County Free Library) dreamed up Proyecto Televista. The project, funded by an LSTA grant, uses interactive videoconferencing to provide residents with live, interactive Spanish-language programs featuring nationally prominent Hispanic role models and subject matter experts. El Centro Public Library recently became the fourth project partner.

"By featuring prominent persons, particularly figures that people know from TV or radio, we hope to attract new users to the libraries and educate them about all the Spanish-language services we have to offer," says Tauler. "Once we've got them in the door, they're a captive audience for our message, at least till the videoconference is over. No one leaves without a library card!"

Another benefit of working with media personalities is that local affiliates of the big Spanish-language TV and radio networks are willing to help with local publicity if it also helps promote their own programming. So far, the Proyecto Televista team has made friends with the local Radio Unica and Telemundo affiliates, and is camping out on the doorstep of the local Univision affiliate.

Their tenacity is paying off. To date, five Proyecto Televista program have been produced, featuring celebrities such as Radio Unica's Dr. Isabel Gomez-Bassols, a psychologist with a popular daily program on family and relationship issues, attorney Cristina Perez from the Telemundo television network's "Family Court" show, and best-selling Latin American author Carlos Cuauhtemoc Sanchez. The programs have been attracting between 150 - 225 viewers among the four libraries, and the librarians estimate that at least 25 percent of each program's audience is comprised of first-time library visitors. In addition to getting library cards, many of these new patrons have signed up for various library programs such as English language literacy and Internet classes.

Proyecto Televista plans to finish out its second year of LSTA funding with four programs in 2004, beginning with Radio Unica sportscaster and soccer expert Jorge Ramos on February 3.

"All of the speakers have been very supportive of our project goals, and have offered to speak again," Tauler says. "That would be great, because we've had people standing in the aisles to ask them questions when the programs have ended - and to think we initially thought that our audiences would be shy about asking questions via videoconference!

"Without this technology, there is simply no way that we could present a speaker series like this, involving four public libraries in a rural community two hours away from the nearest big airport. But thanks to videoconferencing, we can open a window on the world for our patrons, while opening their eyes to our library resources at the same time."

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Reach Out and Read enlists physicians to promotoe reading

Robert Daseler

Senior Librarian, California State Library



for fifteen minutes each day to their children under five years of age. In many communities libraries help clinics to provide children's books to give to parents.

and when the parents themselves are deficient in literacy skills, they can be referred to the libraries' adult literacy programs. Many physicians find that their relationships with their patients improve when they talk to parents about reading aloud to small children. It adds another dimension to the doctor-patient relationship.

In fourteen library districts in California, Reach Out and Read, as this program is called, has funding under the Library Services and Technology Act (LSTA), federal money administered by the California State Library. The program's statewide director is Suzanne Flint, formerly the director of the Family Resource Library at the Lucile Packard Children's Hospital at Stanford University.

Reach Out and Read is a national organization with headquarters in Massachusetts, and it has been running clinic-based programs in California for years. What is new in the LSTA-funded programs in California is the involvement of libraries.

"I think libraries are a natural partner for Reach Out and Read," Flint says, "and it is my hope that the national Reach Out and Read organization will come to recognize this."

Under the program, doctors and nurses give age-appropriate books to parents when they bring their infants and small children in for well-baby check-ups. They also give the parents guidance about how to share these books with young children. In many cases, the physicians actually write out a prescription that instructs the parents to read aloud to their children. Books given out at clinics are not only provided by the local libraries but selected by children's librarians.

Libraries participating in the LSTA-funded Reach Out and Read program include Camarena Memorial, Chula Vista Public, Contra Costa County, Fresno County, Glendale Public, Humboldt County, Lompoc Public, Richmond Public, Riverside County, San Diego County, San Mateo County, Santa Clara City, South San Francisco Public, and Sutter County, Several other public libraries initiated Reach Out and Read programs before the California State Library decided to provide funding through LSTA, and they have served as models for the new projects. The LSTA funding is minimal-only \$6,275 per library-but the results, in terms of preparing children for school, are going to be impressive, Flint confidently predicts.

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Articles for inclusion in a future issue of the Connection are welcomed. Please submit articles or suggestions to the Connection editor, <u>Sarah Dalton</u>.

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